

WE CLAIM:

1. A method of displaying a screen of auxiliary data on a screen also used for viewing a television signal, comprising:

displaying the television signal full screen; and

5 reducing the size of the displayed television signal while preparing to display the page of auxiliary data.

2. The method of claim 1 which includes, after said reducing, removing the television signal from the screen, and displaying instead the screen of auxiliary data.

3. The method of claim 1 in which the screen of auxiliary data is a graphical page defined by HTML data.

4. The method of claim 1 in which said reducing leaves a marginal area of the screen unused by display of the television signal, and the method includes displaying progress indicia in said marginal area indicating progress in loading said screen of auxiliary data.

5. The method of claim 1 in which said preparing includes downloading said screen of auxiliary data from a remote computer.

6. A method of operating a screen used to display both television signals and screens of auxiliary data, comprising:

displaying a television signal; and

displaying with the displayed television signal an icon, said icon indicating the availability of an associated screen of auxiliary data.

7. The method of claim 6 which includes displaying said icon for a predetermined period, and thereafter removing the displayed icon from the screen.

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8. The method of claim 7 which further includes displaying said icon in response to data conveyed with the television signal.

5 9. The method of claim 8 which further includes conveying said data M different times during in the television signal, but displaying said icon only N times, where N is less than M, wherein a viewer of the television signal is not unduly disrupted by repeated display of said icon.

10. The method of claim 9 wherein N equals one.

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11. The method of claim 6 which includes triggering display of said icon at a predetermined time of day.

15 12. The method of claim 11 which includes considering a channel of the displayed television signal in determining whether to trigger said display at the predetermined time of day.

20 13. The method of claim 6 which includes:
viewer-selecting said icon; and
displaying a title of said screen of auxiliary data associated with said icon.

25 14. The method of claim 13 which includes:
indicating a viewer's desire to view said screen of auxiliary information, and
displaying same.

15. The method of claim 13 which includes displaying, with said title, at least one indicia that can be activated by a viewer to indicate the viewer's desire to view said screen of auxiliary information.

16. A method of operating a screen used to display television signals,
comprising:
displaying a televised advertising message;
displaying with said televised advertising message an icon; and
in response to user selection of said icon, displaying additional information
relating to the subject of said advertising message.

17. A method of operating an internet browser associated with a television
receiver, comprising:
displaying a television excerpt on a screen, said excerpt having a page of
additional information associated therewith;
alerting a viewer of the television excerpt to the available page of additional
information, and -- in response to a viewer selection -- displaying the page
associated with said alert;
compiling a log, said log including data identifying plural pages to which the
viewer was alerted;
in response to a request by said viewer, recalling at least part of said log to
the screen for display;
permitting the viewer to select a page from said log for display, said page not
having earlier been displayed to the viewer; and
displaying said selected page on the screen in response to the viewer's
selection from the log;
wherein a user can view a page even if it was not the page to which the
viewer was most recently alerted, and even if it was not earlier selected for viewing.

18. The method of claim 17 in which the log additionally stores data
identifying the television excerpt with which each of said pages is associated.

19. A method of operating a screen to display both television programming and a user interface, comprising:

displaying television programming on said screen;

5 superimposing over said television programming a user interface, said user interface including at least one feature that can be manipulated by a viewer;
wherein the user interface is translucent, so the television programming can be viewed through the superimposed user interface.

20. The method of claim 19 wherein the user interface is formed by changing
10 the luminance of the displayed television programming to display said user interface.

21. A method of operating a screen used to display both television programming and pages of supplementary image data, comprising:

(a) displaying the television programming on the screen;

15 (b) alerting a viewer to the availability of a page of supplementary image data associated with said displayed television programming;

(c) receiving a signal from the viewer indicating an interest in the supplementary image data;

20 (d) responsive to said indication of viewer interest, displaying textual data related to said page of supplementary image data;

(e) receiving a further signal from the viewer indicating a continued interest in the supplementary image data; and

(f) responsive to said further indication of viewer interest, displaying said page of supplementary image data.

25 22. The method of claim 21 in which (d) includes displaying said textual data in conjunction with display of said television programming.

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23. The method of claim 21 in which (d) includes displaying a user interface with said textual data, the user interface permitting the viewer to signal said further interest in viewing the supplementary image data.

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24. The method of claim 21 in which (f) includes replacing display of the television programming with display of said supplementary image data.

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